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**SOURCES OF INFORMATION
ON AMERICAN FIRMS
FOR INTERNATIONAL BUYERS**
EXPORTERS AND IMPORTERS
MAILING LIST HOUSES
TRADE ASSOCIATIONS
TRADE JOURNALS
PROFESSIONAL ASSOCIATIONS
INVESTMENT SERVICES

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SOURCES OF INFORMATION ON AMERICAN FIRMS FOR INTERNATIONAL BUYERS

For today's businessmen seeking commercial information on firms in the United States, a variety of sources are available through libraries and private organizations.

As the U.S. Department of Commerce does not compile for distribution lists of firms in the United States or data on their individual operations, this pamphlet has been prepared by the Commercial Intelligence Division to serve as a guide in obtaining such information.

Identified here are some of the many sources from which names, addresses, and commercial information on business firms in the United States and in its noncontiguous areas are available. Handbooks giving more detailed references also are described. The directories included are, in the main, limited to those which are revised periodically or kept up to date with supplements. Current prices are shown in most cases, but are subject to change as new editions are published.

The Department of Commerce does maintain series of Trade Lists of foreign firms, grouped under about 75 commodity classifications and compiled by individual countries; the charge is \$1 for each list covering one country and classification. Also, among the Trade Lists is a series covering American Firms, Subsidiaries, and Affiliates in individual foreign countries (see Business Directories section of this pamphlet).

The Department also provides World Trade Directory (WTD) reports, at \$1 each, furnishing business information on specific foreign firms.

Descriptions and samples of Trade Lists and WTD reports are contained in a leaflet, Low-Cost Marketing Aids for Higher Export Profits. Available on request from the Commercial Intelligence Division, Bureau of International Commerce, U.S. Department of Commerce, Washington 25, D.C., or any of the Department's Field Offices.

LOCAL SOURCES

Public Libraries

A basic method of finding business information is through use of the facilities of the public library system. Public libraries have standard reference guides, commercial and industrial directories, financial reference manuals such as those named on the following pages, and other data of value to the businessman.

Many of the larger libraries have established specialized and comprehensive business reference collections which include guides to business research, trade journals, Government publications (Federal, State and municipal), and lists of books, booklets, and articles on business subjects.

Described below is an example of the general reference publications which provide guidance to those interested in business research:

BASIC LIBRARY REFERENCE SOURCES FOR BUSINESS USE. Small Business Bulletin No. 18 (Bibliography Series).

A pamphlet designed to simplify library research by listing and describing briefly selected catalogs, manuals, and guides to sources of business information. Single copies available on request from U.S. Small Business Administration, Washington 25, D. C., and its Field Offices.

Trained librarians can quickly direct the inquirer to appropriate reference sources. When the library is unable to supply needed information, the experienced librarian may know where it can be found in the community or make inquiry by letter or telephone to likely sources. The national inter-library loan system is often utilized to obtain material for the researcher.

Business information also is frequently available in municipal reference libraries, as well as those maintained by city and State agencies, research and trade organizations, large corporations, or schools and colleges. The location of the various kinds of libraries in a particular region or community may be found in the following publication, available at most public libraries:

AMERICAN LIBRARY DIRECTORY. R. R. Bowker Co., 62 W. 45th Street, New York 36, N. Y. Published biennially. \$25.

Lists, by State and city, libraries in the United States and Canada. Covers libraries in U.S. noncontiguous areas--Canal Zone, Guam, Puerto Rico, Virgin Islands.

Lists Government libraries, libraries operated by private organizations, college and university libraries, and special libraries. Indicates U.S. document depository libraries.

Chambers of Commerce

The local chamber of commerce is often one of the best sources of information concerning trade and industry in the area. Larger organizations will generally have city directories, general directories, or other specialized references, as well as trade journals covering industries of importance in the region. In many large communities, chambers of commerce publish classified buyers' guides, manufacturers' guides, or lists of international traders in their localities. Chamber of commerce executives and staff members are well informed on business in the area and are in a position to give sound advice and make helpful recommendations to the inquirer.

Listings of chambers of commerce are included in some of the directories and guides described elsewhere in this pamphlet, and in the booklet cited below:

DIRECTORY OF CHAMBERS OF COMMERCE IN THE UNITED STATES IN CITIES OF 5,000 POPULATION AND OVER. Chamber of Commerce of the State of New York, 65 Liberty Street, New York 5, N. Y. Annual. Pocket-size, \$1.

Lists, by States and cities, each local chamber and the secretary or local manager. Also includes State chambers of commerce.

City Directories

In many communities city directories are published annually or biennially by commercial firms, although such directories are no longer published for some of the largest cities because publication costs exceed revenue from sales and advertising. A standard city directory includes a classified listing of business firms. Because of widespread demand, collections of city directories have been established in many cities of the United States; such collections may be found in public libraries, chambers of commerce, or the offices of local directory publishers.

Information on city directories is contained in the publication cited below, copies of which may be consulted in libraries or purchased from the publisher:

CATALOG OF CITY, COUNTY, AND STATE DIRECTORIES PUBLISHED IN NORTH AMERICA. Association of North American Directory Publishers, 60 E. 56th Street, New York 22, N. Y. Annual. \$1.

Lists directories alphabetically by States and cities, keyed to indicate publishers.

Telephone Directories

The "buyers' guide" nearest at hand is the classified section of the telephone directory which lists firms and individuals by line of business or service.

Out-of-town directories frequently are available for reference in public libraries or in the office of the local telephone company, or they may be purchased through the local telephone company. In cities of some size, copies of out-of-town directories often are found at large hotels, as well as at railway and bus terminals and airports.

Banks and Credit Reporting Agencies

Reports on the financial or credit standing of U.S. firms are obtainable through local banks, mercantile reporting agencies, credit bureaus, and similar organizations, names of which are included in classified telephone directories. Specialized banking directories, giving detailed information on banks throughout the country, are listed in some of the guides named in the Directories of Directories section of this pamphlet.

The source described below is primarily a credit-rating service but is often used by subscribers as a directory because of its current and comprehensive listing of American enterprises. Financial ratings and information on the reliability of individual concerns also may be found in some of the other publications cited in this pamphlet.

REFERENCE BOOK OF DUN & BRADSTREET, INC. Dun & Bradstreet, Inc., 99 Church Street, New York 8, N. Y. Revised bimonthly. Loaned under yearly subscription contract agreement.

Lists names and financial and credit ratings of manufacturers, wholesalers, and retailers in the United States, arranged by States

and cities or towns, and keyed to indicate line of business according to Standard Industrial Classification code. Also shows year of establishment. Lists banks in each locality with amount of capital and principal officers.

Detailed credit reports on individual firms available to subscribers.

BUSINESS DIRECTORIES

Business directories published in the United States number in the thousands and vary markedly in size and character. They range from comprehensive general national directories of industrial firms, classified and cross-indexed in several volumes, to pocket-size local restaurant guides.

There are many special directories of particular industries, commodities, and professions, as well as general directories covering individual States, regions, and cities. It is not the purpose of this pamphlet to list these more specialized directories but rather to provide examples of standard general directories which cover a major portion of all industries and trade, which are generally countrywide in scope, and which are usually available for reference in libraries, local chambers of commerce, and similar business organizations.

The following have been selected as representative of directories of this type. Many additional national and regional directories are to be found in the handbooks listed in the Directories of Directories section of this pamphlet.

Manufacturers

Examples of national directories of manufacturers are described below:

THOMAS' REGISTER OF AMERICAN MANUFACTURERS. Thomas Publishing Co., 461 Eighth Avenue, New York 1, N. Y. Annual. \$20.

Comprehensive directory in four volumes with separately bound finding guide to contents. Lists manufacturers, arranged geographically under product classifications, with street addresses and capital ratings; listed alphabetically with home office address, rating, indication of nature of products and of interest in export business, directing officials, branches, and subsidiaries; alphabetical trade name section.

MACRAE'S BLUE BOOK. MacRae's Blue Book Co., 18 East Huron Street, Chicago 11, Ill. Annual. Classified section and address section. \$20.

Purchasing reference directory in two volumes, giving sources of supply in the United States of industrial equipment, products, and materials. Classified materials section, main volume, is alphabetical arrangement of product classifications with manufacturers listed for each product. Separately bound address-trade-name section lists manufacturers alphabetically with home office address, principal products, and invested capital ratings; trade name and trademark identification.

CONOVER-MAST PURCHASING DIRECTORY. Conover-Mast Purchasing Directory, 205 E. 42d Street, New York 17, N. Y. Semiannual (spring and fall). \$25 per single copy (free to executives in charge of purchasing activities).

Covers sources for plant equipment, supplies, and services used by industry. Designed to meet needs of production, purchasing, and engineering executives.

Contains five sections: A product classification section listing industrial products manufactured by U.S. companies with firm names and addresses; a chemical section; a mechanical data section devoted to mathematical tables and formulas; a trade-name section; and an address/telephone section.

SWEET'S CATALOG FILES. Sweet's Catalog Service, division of F. W. Dodge Corp., 119 W. 40th Street, New York 18, N. Y. Annual. Distribution begins at end of year.

Six classified bound files of manufacturers catalogs: Architectural Catalog File, Light Construction Catalog File, Industrial Construction Catalog File, Plant Engineering Catalog File, Machine Tool Catalogs, and Product Design Catalog File.

Files provided for selected offices without charge. Copies also available for reference in major public, and appropriate school libraries. Firm names, products, and trade names indexed alphabetically. Data on markets, and information on catalog design, production, and distribution services available.

MANUFACTURERS' AGENTS' GUIDE.

Manufacturers' Agent Publishing Co., 554 Fifth Avenue, New York 36, N.Y. Biennial. \$15.

Lists U.S. manufacturers who distribute products through manufacturers' agents, arranged on an industry basis. Includes name and address of manufacturer, principal products, estimated financial rating, name and title of sales executive. Details steps to follow in dealing with manufacturers, suggests commission scales for various products. Shows suggested manufacturers' and manufacturers' agents' contract forms.

Manufacturers' Agents

Directories of manufacturers' agents serving particular industries are published by many trade papers and journals. Below are some general sources of information of this kind. A related publication is the *Manufacturers' Agents' Guide*, just listed.

MANUFACTURERS' AGENTS NATIONAL ASSOCIATION DIRECTORY OF MEMBERS.

Annual July issue of the magazine, *The Agent and Representative*. Manufacturers' Agents National Association, 626 N. Garfield Avenue, Alhambra, Calif.

Lists names and addresses of members of the association, by State and city, showing general lines handled by each member and territory covered. Single copies free to manufacturers and suppliers.

VERIFIED DIRECTORY OF MANUFACTURERS' REPRESENTATIVES (AGENTS).

Manufacturers' Agent Publishing Co., 554 Fifth Avenue, New York 36, N. Y. Biennial. \$20.

Roster of manufacturers' domestic and export representatives in the United States, Puerto Rico, and Canada. Listings, arranged by States and cities, include principal product line carried and territory covered.

Introductory section tabulates typical commission rates for various product classifications, gives pointers on drawing up sales contracts, and describes factors conducive to good working arrangement. Includes suggested manufacturer's and manufacturer's agent's contract forms.

Exporters and Importers

As the number of national directories of exporters and importers is limited, references to

some representative local directories are included here. Trade journals published in the United States often contain information on firms in specialized fields which engage in international trade. An example of a general listing compiled by a trade publication is also included in the following group. The classified sections of most large city telephone directories list importers and exporters in the locality.

Almost 100 local chambers of commerce in the United States maintain departments, bureaus, or committees of foreign trade and many have compiled lists of importers and exporters in their areas. These chambers will gladly reply to inquiries; in some instances, the lists are available without charge. Chambers which maintain foreign trade facilities are identified in the *Foreign Commerce Handbook*, published by the Chamber of Commerce of the United States, 1615 H Street NW., Washington 6, D.C. (\$2).

AMERICAN EXPORTER ANNUAL BUYERS GUIDE TO EXPORT PRODUCTS. Included in January issue of *American Exporter* magazine. Johnston International Publishing Corporation, 386 Park Avenue S., New York 16, N. Y. Separately bound. \$5.

A directory of products sold in international markets by manufacturers who advertise in Johnston International publications.

AMERICAN REGISTER OF EXPORTERS AND IMPORTERS. American Register of Exporters and Importers Corp., 90 W. Broadway, New York 7, N. Y. Annual. \$15

U.S. firms actively interested in international trade listed under product classifications. Gives firm name and address with indication of products exported or imported.

Includes section listing combination export managers with code indicating lines handled; foreign buying agencies in the United States, steamship and air lines, firms financing foreign trade, world-trade banks, money exchanges, export packers, and freight forwarders.

Product indexes in English, Spanish, French and German.

PHELON'S NEW YORK EXPORT BUYERS. Phelon-Sheldon Publications, Inc., 32 Union Square, New York 3, N. Y. Biennial: April. \$15.

Lists about 1,300 export houses in New York City buying merchandise for export to foreign

countries. Data include class of merchandise bought, countries to which it is exported, and foreign firms for which it is purchased.

DIRECTORY OF NEW YORK IMPORTERS. Commerce and Industry Association of New York, Inc., 99 Church Street, New York 7, N. Y. 240 pp. \$5.

Lists firms alphabetically. Gives date of establishment, bank reference, products imported, special brands handled, and principal countries from which products are imported. Commodity section catalogs products imported with cross references, giving supply sources. Includes brand-name index of foreign products.

DIRECTORY OF COMBINATION EXPORT MANAGERS. Office of Small Business, Agency for International Development, U.S. Department of State.

Gives names and addresses of combination export managers, names and addresses of their clients, lines handled, and areas of operation. Divided into five separate commodity group sections: Section I, *Food, Feed and Fertilizer*, 40 cents; section II, *Fuel*, 25 cents; section III, *Raw Materials and Semi-finished Products*, 75 cents; section IV, *Machinery and Vehicles*, \$1; section V, *Miscellaneous and Unclassified*, \$1. Available from Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C.

Retailers and Wholesalers

Directories of retailers, buyers, and distributors in almost every line are published annually by trade journals, trade associations, and private firms. Following are examples of such directories published by private firms:

FAIRCHILD'S FINANCIAL MANUAL OF RETAIL STORES. Fairchild Publications, Inc., 7 E. 12th Street, New York 3, N. Y. Annual. \$12.

Contains financial information on major publicly owned retail organizations in the following categories: Department stores, specialty stores, home furnishings stores, variety stores, mail order concerns, drugstores, jewelry stores, shoe chains, closed-membership discount department stores, and food chains.

Shows address, officers, directors, branches; gives data on capital, surplus, income before taxes, earnings; 2-year comparisons of assets and liabilities; 10-year comparisons of net sales and profits.

SHELDON'S RETAIL TRADE. Phelon-Sheldon Publications, Inc., 32 Union Square, New York 3, N. Y. Annual. \$15, including midyear supplement listing buyer changes.

Gives buying headquarters addresses of large independent department stores, junior department store chains, independent women's specialty stores, women's specialty store chains, independent and chain home-furnishing stores. Shows, for each firm, location of branches, general and divisional merchandise managers, and department buyers.

DIRECTORY OF DISCOUNTHOUSES AND SELF-SERVICE DEPARTMENT STORES, 1962. National Research Bureau, Inc., 415 Dearborn Street, Chicago 10, Ill. \$25 for single copy, including monthly supplements.

Data on discount and self-service stores (chain and independent). In geographical arrangement, gives name of company, headquarters address, and such details as number and location of stores operated, sales volume, parking facilities, type of operation, phone number, date store opened, size, lines carried, leased departments, store hours, store manager, and merchandise buyers. Alphabetical index.

DIRECTORY OF SHOPPING CENTERS IN UNITED STATES AND CANADA, 1962. National Research Bureau, 415 North Dearborn Street, Chicago 10, Ill. \$40. Includes 12 monthly supplements.

By States and cities, gives data on shopping centers, including name of center, address, owner/developer, manager, leasing agent, size and cost of physical plant, date opened, availability of rental space, and names of tenant stores.

Lists centers planned, under construction, and for which complete information is unavailable; key personnel connected with shopping centers; leading national chain store tenants, by merchandising field; and shopping centers by largest Standard Metropolitan Areas.

PHELON'S DISCOUNT DEPARTMENT STORES.

Phelon-Sheldon Publications, Inc., 32 Union Square, New York 3, N. Y. Annual. \$20.

Contains information on discount stores and discount chains, most of which handle complete line of department store merchandise, soft and hard. Shows buying headquarters and, in many instances, executives, lines of merchandise bought, buyers, leased departments, lessees, number of stores and price range.

PHELON'S RETAIL EXECUTIVES. Phelon-Sheldon Publications, Inc., 32 Union Square, New York 3, N. Y. \$25.

Directory of major executives of the larger department and chain department stores. Lists stores with number of outlets operated, president, general manager, and managers in charge of sales promotion, display, advertising or publicity, and real estate; also store supply buyer.

Midyear supplement, listing changes in executives, included in price.

PHELON'S RESIDENT BUYERS BOOK. Phelon-Sheldon Publications, Inc., 32 Union Square, New York 3, N. Y. Annual. \$8.

Lists New York City buying offices, resident buyers, merchandise brokers, chain headquarters, and offices in Chicago and Los Angeles. Includes phone numbers, type of goods purchased, and firms for which each office buys.

Contains alphabetical list of out-of-town firms and location of their New York, Chicago, and Los Angeles offices.

SHELDON'S JOBBING AND WHOLESALE TRADE. Phelon-Sheldon Publications, Inc., 32 Union Square, New York 3, N.Y. Annual. \$8.

Lists jobbing firms, including rack jobbers, dealing in piece goods, notions, knit goods, men's furnishings, stationery, underwear, women's-children's infants' wear, toys, and housewares. Shows class of merchandise bought by each firm, buyers' names, and address of New York office.

Advertisers, Advertising and Marketing Research Agencies

Two of the directories included in the following group identify business firms in various fields as well as advertising agencies.

Directories of advertising media are described in the Trade Journals section of this pamphlet.

McKITTRICK DIRECTORY OF ADVERTISERS.

McKittrick Directory of Advertisers, Inc., 840 Broadway, New York 3, N. Y. General directories of national advertisers (classified or geographical), published annually. \$90 for either service.

Includes business names and addresses, product names, trade names, executives' names and titles, names of advertising agencies, media, and advertising appropriations. Cross indexes include trade-name index.

Also published, three times yearly, Advertising Agency List including personnel and clients.

Annual rate includes Directory; Weekly News Bulletin of personnel, agency, and other changes; monthly cumulative Supplements; and three Agency Lists. Agency Lists alone, \$35; single copy, \$15.

STANDARD ADVERTISING REGISTER. National Register Publishing Co., Inc., 147 W. 42d Street, New York 36, N. Y. Annual Product Edition, issued April. \$35.

Lists national advertisers arranged under product groups. Includes name and address of company, capitalization, executive personnel, principal products, scope of distribution, advertising agency, type of media used and, in many instances, advertising appropriation; alphabetical index of companies; index of trade names. Weekly revision service and monthly supplements.

Separate Agency List, issued three times a year, contains record of advertising agencies in United States and Canada, some listed with their clients. Agency Lists \$35; single issue, \$15.

Complete yearly service, \$100; Geographical Index to Product Edition, separately bound, \$5.

Geographical Edition of the Register, also published annually, provides in geographical arrangement all data contained in Product Edition; revision service.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES--A.A.A.A. ROSTER AND ORGANIZATION. American Association of Advertising Agencies, 420 Lexington Avenue, New York 17, N. Y. Annual.

Alphabetical listing of member agencies, operating offices in the United States and abroad; gives home office address, location of branches. Listed geographically, by State and city; also by foreign country. Includes committees and regional councils. Single copies available to firms and organizations by request on letterhead.

BRADFORD'S DIRECTORY OF MARKETING RESEARCH AGENCIES IN THE UNITED STATES AND FOREIGN COUNTRIES. Bradford's Directory of Marketing Research Agencies, P. O. Box 207, Middleburg, Va. Biennial. \$15 for billing; \$13.50 for each cash order.

Geographical arrangement of marketing research and management firms in United States and foreign countries. For each organization, gives description of services, date established, principal officers, size of staff, location of branch offices. Alphabetical list of firms.

GEOGRAPHIC LISTING OF MARKETING CONSULTING AND RESEARCH AGENCIES. American Marketing Association, 27 E. Monroe Street, Chicago 3, Ill. \$2 to nonmembers.

Designed as aid to business firms attempting to locate marketing research assistance. Lists only those firms and their branches which have at least one member of the firm in the American Marketing Association. Arrangement by State and city showing company address, principal officer, coded information as to specialty of firm and extent of services, date of establishment. Branch offices listed under appropriate city, with parent company indicated. Similar data for certain foreign countries. Alphabetical index of companies.

Investment Reference Services

Investment reference manuals, intended as sources of financial data for buyers and sellers of securities, may also be used as directories since they provide information on type of business and product, subsidiaries, plant locations, and officials of companies which they list.

MOODY'S INDUSTRIAL MANUAL. Moody's Investors Service, 99 Church Street, New York 7, N. Y. Annual (July) volume with twice-weekly looseleaf bulletins.

One of five manuals published yearly by this service. Contains detailed descriptions of industrial companies in the United States and major foreign countries. Listings include summary of firm's interests and operation, principal plants and subsidiaries, officers and directors, comparative income accounts, long-term record of earnings, and other financial and operating data.

Other Moody Manuals cover the fields of Banks and Finance, Public Utilities, Government and Municipals, and Transportation. Available on lease basis. Subscription rates obtainable from publisher.

STANDARD & POOR'S CORPORATION RECORDS SERVICE. Standard & Poor's Corporation, 345 Hudson Street, New York 14, N. Y. Annual. Six loose-leaf volumes arranged alphabetically according to company, and fully indexed; kept up to date by monthly revisions and daily supplements. \$174 without revisions; \$204, basic volumes and monthly revisions; \$348, basic volumes, monthly revisions, and Daily Corporation News.

Provides factual information on major American and Canadian corporations and important developments affecting smaller concerns.

FITCH INVESTORS SERVICE. 120 Wall Street, New York 5, N. Y.

Monthly record on leading corporations whose securities are traded in the unlisted markets. Includes earnings, dividend record, quotations, nature of business, capitalization, and ratings. Price information available from publisher.

Firms Selected by Size

Following are examples of directories featuring data on the larger American firms. Some directories of this type rank the firms according to such factors as sales, assets, profits, and employment.

DUN & BRADSTREET MILLION DOLLAR DIRECTORY. Dun & Bradstreet, Inc., 99 Church Street, New York 8, N. Y. Annual; supplements issued twice yearly. Available on lease basis only, \$98.50 a year; renewals, \$84.50.

Lists business enterprises in the United States with an indicated worth of a million dollars and over. Section I names firms alphabet-

ically, State where incorporated, address, principal products or service, Standard Industrial Classification (SIC) code number, annual sales, number of employees, names and titles of directing personnel.

Section II is geographical arrangement of firms by State and city. Section III indexes firms by SIC product classification. Section IV lists officers, directors, and other principals alphabetically with their titles and names and addresses of companies with which affiliated.

FORTUNE PLANT AND PRODUCT DIRECTORY OF THE 500 LARGEST U.S. INDUSTRIAL CORPORATIONS. Fortune, Time & Life Bldg., New York 20, N. Y. Annual. \$75.

Directory of all the manufacturing plants and all the products of the 500 largest U.S. industrial companies. First of three sections lists companies alphabetically with headquarters address, figures on sales, assets, profits and employment for the fiscal year, and for each of such figures showing numerical rank of company among the 500; also lists products by 5-digit Standard Industrial Classification (SIC) code, and plant locations.

Second section lists plants geographically; shows, for each, products and number of employees. Product classification section gives SIC numbers, companies manufacturing each product, and cities and States where each product is made.

A Directory of the 500 Largest U.S. Industrial Corporations also is published annually in *Fortune Magazine*. It ranks companies by sales with comparisons for the previous year. Single reprint, 25¢.

U.S. Firms in Foreign Countries

Financial reference manuals and other guides supply information on foreign subsidiaries and affiliates of U.S. firms. An additional source is the Trade List series described below:

AMERICAN FIRMS, SUBSIDIARIES, AND AFFILIATES IN--(foreign country). U.S. Department of Commerce, Washington 25, D.C. \$1 each.

A series of Trade Lists, available for approximately 70 individual countries, compiled by the U.S. Foreign Service. Entries show name

and address of local firm, description of its business activity, and name and address of affiliated or parent organization in the United States.

The lists include only those concerns in which American firms or individuals have a substantial direct capital investment in the form of stock, as the sole owner, or as a partner in the enterprise.

Available from the Commerce Department's Commercial Intelligence Division, Bureau of International Commerce, or from any of the Department's Field Offices. Requests should specify country.

Directors and Executives

Among the primary sources of biographic information on American businessmen are the two specialized directories cited below. Also, many business and professional men are listed in *Who's Who in America* and other biographical dictionaries.

Many biographical publications covering more limited geographic areas or fields of operation, are listed in some of the guides named in the Directories of Directories section of this pamphlet.

POOR'S REGISTER OF CORPORATIONS, DIRECTORS AND EXECUTIVES. Standard & Poor's Corp., 345 Hudson Street, New York 14, N. Y. Annual; January. Cumulative supplements issued April, July, and November. \$100; available on lease basis at \$84 a year.

Arranged in two principal parts. First is alphabetical list of leading American and Canadian corporations giving home office, number of employees, approximate annual sales, principal products with Standard Industrial Classification (SIC) numbers for these products, and directors. Classified index lists these companies according to industry classifications, arranged by SIC numbers.

Second major section gives brief descriptions of individual officers of the listed corporations.

WORLD WHO'S WHO IN COMMERCE AND INDUSTRY. Marquis-Who's Who Incorporated, Marquis Publications Building, 210 E. Ohio Street, Chicago 11, Ill. \$24.

Contains alphabetically arranged summaries of background and affiliations of ranking business executives and others in commerce and industry in the United States and other countries of the free world.

Includes alphabetical index of selected principal firms in the countries covered. Provides business-to-executive reference by index keys that link these companies to biographical data on their chief executives.

MAILING LIST HOUSES

The names and addresses of companies which prepare and sell mailing lists may be found in the classified sections of telephone directories under such headings as Lists, Mailing Lists, or Addressing and Letter Services. Some mailing list houses offer direct mail service, including such operations as addressing, folding, inserting, stamping, and mailing; also duplicating services, sales letters, circulars, and other promotional material.

Names and addresses of many companies compiling mailing lists, and descriptions of the lists which they offer, are given in the following national guides:

DIRECTORY OF MAILING LIST HOUSES, B. Klein & Co., 27 E. 22d Street, New York 10, N.Y. \$15.

Guide to mailing list houses in the United States, arranged geographically. Shows name, address, name of manager, year organized (when information is available), types of lists handled, and mailing services offered.

NATIONAL MAILING LIST HOUSES. Small Business Bulletin No. 29.

Directory of compilers and brokers of mailing lists of national scope. Designed for distributors of goods and services, letter shops, and others who want to buy or sell mailing lists. Catalogs general-line houses, with indication as to nature of each firm's business, and number of lists offered.

Alphabetical arrangement of limited-line houses with indication of principal types of lists in which they specialize.

Single copies available free from the U.S. Small Business Administration, Washington 25, D.C., and its Field Offices.

LITERARY MARKET PLACE--BUSINESS DIRECTORY OF AMERICAN BOOK PUBLISHING. R. R. Bowker Co., 62 W. 45th Street, New York 36, N.Y. Annual. \$7.45.

Handbook for those concerned with publishing, the book trade, and writers. Contains register of direct mail and promotion facilities, including names of mailing list brokers.

TRADE AND PROFESSIONAL ASSOCIATIONS

Directories are not available for some trades or industries; in these instances membership lists of trade associations, both national and local, are often useful.

Business and professional organizations are identified in the following directories. Names of commercial organizations also are found in the classified sections of telephone directories and are frequently included in general and specialized business directories.

ENCYCLOPEDIA OF ASSOCIATIONS. Gale Research Co., 2200 Book Tower, Detroit 26, Mich. Vol. I, \$25; Vol. II, \$15.

Two-volume guide to nonprofit associations and similar organizations, primarily of national scope, in various fields.

Vol. I, National Organizations of the United States, lists organizations, according to basic types such as trade, business and commerce groups; chambers of commerce; public affairs organizations; and scientific, engineering, and technical associations. Gives name, headquarters address, year founded, name and title of managing official, number of members and staff, official publication. Alphabetical and key word index.

Vol. II, Geographic and Executive Index, presents organizations by State and city, with address and managing official of each.

DIRECTORY OF NATIONAL ASSOCIATIONS OF BUSINESSMEN. Business and Defense Services Administration, U.S. Department of Commerce, Washington 25, D.C. 50 cents.

Information on national organizations of businessmen, engineers, and related technical research groups. Listings, arranged alphabetically, include year organized, approximate size of staff

and of membership, name and title of chief paid executive, and mailing address.

Marked by symbols are two classifications: Associations of manufacturers and processors, and distributors; remaining business organizations, not marked by symbols, are of firms in such other fields as banking, construction, insurance, transportation, and the service trades.

Available from Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C., and Department of Commerce Field Offices.

SCIENTIFIC AND TECHNICAL SOCIETIES OF THE UNITED STATES AND CANADA. National Academy of Sciences, National Research Council, 2101 Constitution Avenue, Washington 25, D. C. \$9.

A directory of selected scientific and technical societies in the United States and Canada, each group arranged alphabetically. Descriptive data includes purpose, officials, membership, meetings, and publications. Indexed by subject.

TRADE JOURNALS

A number of companies which publish trade magazines also publish directories of concerns in the industry. These directories sometimes are contained in special issues of the magazines and are included in the subscription prices; in other instances they may be purchased separately.

The following sources contain the names and addresses of trade journals and their publishers. Most public libraries or offices of newspaper publishers have one or more of these volumes.

N. W. AYER & SON'S DIRECTORY OF NEWSPAPERS AND PERIODICALS. N. W. Ayer & Son, Inc., West Washington Square, Philadelphia 6, Pa. Annual. \$30.

Comprehensive roster of newspapers and periodicals of all kinds published in the United States and its noncontiguous areas, also Canada, Panama, Bermuda, and the Philippines. Main section arranged by State and city. Each entry includes data on size, circulation, advertising rates, frequency, and subscription price. Index to trade journals is contained in the classified section.

STANDARD RATE AND DATA SERVICE: BUSINESS PUBLICATION RATES AND DATA.

Standard Rate & Data Service, Inc., 5201 Old Orchard Road, Skokie, Ill. Monthly. \$32.50 a year.

One section covers a periodical advertising rate service. Other sections cover newspapers, consumer magazines and farm publications, spot radio, spot television, films for television, network, and Canadian media (monthly); and transit advertising (quarterly).

Business Publication Rates and Data lists publications grouped under market classifications, including all regularly issued trade journals published in the United States. Each listing shows circulation, advertising rates, subscription price. Includes information on directory and buyers' guide issues of some of the periodicals listed and alphabetical indexes to publications and market classifications.

INDUSTRIAL MARKETING—MARKET DATA AND DIRECTORY NUMBER. Advertising Publications, 200 E. Illinois Street, Chicago 11, Ill. Annual (June) reference supplement to Industrial Marketing Magazine. \$1.50.

Contains statistical and research information on principal national industrial product markets, with names and addresses of trade associations, trade journals, and industry guides pertaining to each field. Includes rates, specifications, and circulation for business publications.

ULRICH'S PERIODICALS DIRECTORY. R. R. Bowker, 62 W. 45th Street, New York 36, N.Y. Published triennially. \$22.50.

A classified guide to foreign and domestic periodicals, arranged under subject headings. Includes publisher, price, frequency, whether indexed or abstracted and where, and date of founding. Index and key to titles and subjects.

ATP PERIODICALS DIRECTORY. American Trade Press Clipping Bureau, 15 E. 26th Street, New York 10, N.Y. Spiral bound. \$12; including all supplements issued until new edition is published.

Under subjects categories, lists selected periodicals read regularly by the ATP. Gives name of periodical, address, and frequency of issue. Included are business, consumer, farm, labor, and other specialized publications. Contains index of subject categories, alphabetical index of periodicals.

SOURCES FOR NONCONTIGUOUS AREAS OF THE UNITED STATES

Data on firms and individuals in the noncontiguous areas of the United States are available from a number of sources already listed. This section identifies directories and information agencies which provide special coverage of these areas.

Directories and Guides

GUAM BUSINESS DIRECTORY. Department of Commerce, Government of Guam, P.O. Box 1445, Agana, Guam. Annual. Pocketsize.

Lists names and addresses of Guam retailers, wholesalers, service establishments, and professional people, classified by type of business or service.

DIRECTORY OF FOMENTO PROMOTED AND ASSISTED MANUFACTURING PLANTS. Economic Development Administration, Commonwealth of Puerto Rico, San Juan, Puerto Rico. Supplements quarterly.

A list of the names, addresses, products, employment size, and names and addresses of mainland or foreign affiliates of Puerto Rican manufacturing enterprises which have been given various types of assistance by the Economic Development Administration or the Puerto Rico Industrial Development Company.

MANUFACTURING ESTABLISHMENTS IN PUERTO RICO. Department of Labor, Bureau of Labor Statistics, Commonwealth of Puerto Rico, San Juan, Puerto Rico.

A list by municipalities and, within each municipality, by major industry group, of manufacturing establishments as revealed in annual October canvass. Listed are name of establishment, name of owner or manager, and address.

TRADE LISTS OF BUSINESS ENTERPRISES IN PUERTO RICO. Department of Commerce, Commonwealth of Puerto Rico, San Juan, Puerto Rico.

A series of individual lists covering importers, exporters, dealers, retailers, wholesalers.

PUERTO RICO INDUSTRIAL, COMMERCIAL, AND PROFESSIONAL DIRECTORY. In-

sular Advertising and Publishers Corporation, KM. 5HM. 2 State Road No. 2, P.O. Box 10325, Caparra Heights, Puerto Rico. \$15, including postage.

Text in Spanish and English. General information about Puerto Rico, economic data. Industrial section covers Fomento factories in Puerto Rico and their products, with headings in English and Spanish; commercial and professional sections, arranged by cities and towns, list retailers, wholesalers, and other business firms, and lawyers, agronomists, contractors, dentists, pharmacists, and physicians; factory representatives in Puerto Rico; engineers, architects, and surveyors.

PUERTO RICO TELEPHONE DIRECTORY. Puerto Rico Telephone Co., P.O. Box 4275, San Juan 21, Puerto Rico.

Lists firms and individuals in metropolitan area of San Juan and the Island of Puerto Rico (two volumes).

RYUKYU TRADE DIRECTORY. The Department of Economics, Government of the Ryukyu Islands, Naha, Okinawa, Ryukyu Islands.

Classified listings of Ryukyu exporters and importers, arranged in two sections. Commodity index for each section. Printed in English.

BLUE GUIDE. Anuario Profesional Comercial e Industrial de Puerto Rico e Islas Virgenes, P.O. Box 8776, Santurce, Puerto Rico. Annual.

Includes classified listings of business and industrial firms in Puerto Rico and the Virgin Islands. Text in Spanish and English.

DIRECTORY--VIRGIN ISLANDS TELEPHONE CORPORATION. Virgin Islands Telephone Corporation, Charlotte Amalie, St. Thomas, Virgin Islands.

Telephone directory with alphabetical listing of names of firms and individuals. Also contains classified business section, indexed by kinds of business.

DUN & BRADSTREET INTERNATIONAL MARKET GUIDE--LATIN AMERICA. Dun & Bradstreet, Inc., 99 Church Street, New York 8,

N.Y. Annual. In two volumes, arranged by countries. Section I, Middle America; Section II, South America. Supplements, May and September. Yearly subscriptions, \$140 for both volumes. Available to subscribers only on loan.

Middle America includes sections for Puerto Rico and for the Virgin Islands of the United States. Individual section for each country, arranged geographically by cities and towns, contains names and addresses of manufacturers, importers, wholesalers, retailers, commission agents, distributors and service organizations, with addresses, indication of kind of business, and capital and credit ratings.

For each locality, shows population, banks, nearest port. Map, general information, and detailed marketing data for each country.

Individual reports available on firms in these and all other noncontiguous areas of the United States.

PACIFIC ISLANDS BUSINESS DIRECTORY. Universal Business Directories, Ltd., P.O. Box 793, Kingston Street, Auckland, C.I., New Zealand. Biennial. \$8.60.

Geographical arrangement, by island groups. Includes section for Eastern (American) Samoa giving general information (geography, history, population, trade) and list of firms in Pago Pago, Island of Tutuila, classified by kind of business.

THE WEST INDIES AND CARIBBEAN YEAR BOOK. Thomas Skinner & Co. (Publishers), Ltd., 111 Broadway, New York 6, N.Y. Annual. \$14.

Contents arranged geographically, by countries. Includes individual sections for Puerto Rico and Virgin Islands. Section for each area contains map, general information, and trade data, and a listing of manufacturers, wholesalers, retailers, and service organizations, classified by products and services. Directory also contains list of banks, oil companies, steamship agents, and communication companies with offices in the Panama Canal Zone.

Information Agencies

COMMONWEALTH OF PUERTO RICO

Economic Development Administration, Commonwealth of Puerto Rico, Banco Popular Build-

ing, Stop 22, San Juan, Puerto Rico. Offices also at 666 Fifth Avenue, New York 19, N.Y.; 79 W. Monroe Street, Chicago 3, Ill.; 5525 Wilshire Boulevard, Los Angeles 14, Calif.; Dupont Plaza Center, Miami 32, Fla.; 607 Boylston Street, Boston 16, Mass.; Transportation Building, 6 Penn Center, Philadelphia 3, Pa.

Office of the Commonwealth of Puerto Rico, 2210 R Street NW., Washington 8, D.C.

Puerto Rico Planning Board, Commonwealth of Puerto Rico, Santurce 29, Puerto Rico.

Chamber of Commerce of Puerto Rico (Camara de Comercio de Puerto Rico), P.O. Box 3789, San Juan 18, Puerto Rico.

PACIFIC ISLANDS

American Samoa: The Governor of American Samoa, Pago Pago, American Samoa.

Guam: Director of Commerce, Government of Guam, P.O. Box 1445, Agana, Guam.

Ryukyu Islands: Economic Development Department, Office of the High Commissioner of the Ryukyu Islands, APO 331, San Francisco, California; Trade Section, Economic Department, Government of the Ryukyu Islands, Naha, Okinawa, Ryukyu Islands.

Trust Territory of the Pacific Islands (embracing the Marshall Islands, the Caroline Islands, and the Mariana Islands, with the exceptions of Guam): Chief, Division of Insular Affairs, Office of Territories, U.S. Department of the Interior, Washington 25, D.C.; High Commissioner, Trust Territory of the Pacific Islands, Box 542, Agana, Guam.

THE VIRGIN ISLANDS OF THE UNITED STATES

Department of Commerce, Government of the Virgin Islands, P.O. Box 806, Charlotte Amalie, St. Thomas, Virgin Islands. Office also at Christiansted, St. Croix, Virgin Islands.

St. Croix Chamber of Commerce, Christiansted, St. Croix, Virgin Islands.

St. Thomas Chamber of Commerce, Box 324, St. Thomas, Virgin Islands.

Virgin Islands Government Tourist Information Office, 16 W. 49th Street, New York 20, N.Y.

DIRECTORIES OF DIRECTORIES

The reference sources described here are useful in locating directories of a particular in-

dustry or region, or of companies engaged in a specific line of business.

BULLETIN OF THE PUBLIC AFFAIRS INFORMATION SERVICE. Public Affairs Information Service, 11 W. 40th Street, New York 18, N.Y. Weekly and cumulated bulletins, \$100 a year; five cumulated bulletins, \$50 a year; annual cumulated bulletin, \$25 a year.

A standard library service. Indexes, by subject, current material published in English.

Contains extensive listing of directories of all kinds from all over the world. Entries give title, price, publisher, and description of contents.

MARKETING INFORMATION GUIDE (formerly titled Distribution Data Guide). Office of Marketing Services, Business and Defense Services Administration, U. S. Department of Commerce, Washington 25, D.C. Monthly. \$2 a year, including supplements; single copies, 15¢ each; supplements, 20¢ each.

Contains listings, with annotations, of currently available basic information, statistics, surveys, reports, and other published material, both Government and nongovernment, of significance to those engaged in marketing and distribution.

Directory section in each issue includes descriptions of new general and specialized trade directories, national and regional.

Sold by Department of Commerce Field Offices and by the Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C.

CRONER'S TRADE DIRECTORIES OF THE WORLD. Croner Publications, 211-03 Jamaica Avenue, Queens Village, N.Y. \$15, including 1 year's supplements.

A looseleaf service, kept up to date by monthly amendments and supplements. Contains data on business directories covering trades in the United States and foreign countries.

GUIDE TO AMERICAN DIRECTORIES. B. Klein & Co., 27 E. 22d Street, New York 10, N.Y. \$20.

Describes, under subject headings, major general and specialized business directories of the United States. Section on foreign directories.



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SOURCES OF STATE

STATE INDUSTRIAL DIRECTORIES. State Chamber of Commerce Service Department, Chamber of Commerce of the United States, 1615 H Street NW., Washington 6, D. C. Pocket-size, 35 cents.

Includes information on State and regional industrial directories published by State agencies and private organizations.

Directory listings show title, latest date of issue, name of sponsoring organization, price, and symbols indicating type and arrangement of data contained. Includes section for Puerto Rico.

U.S. DEPARTMENT OF COMMERCE FIELD OFFICES

Albuquerque, N. Mex., Courthouse.
 Anchorage, Alaska, Rm. 60, U.S. Post Office & Courthouse.
 Atlanta 3, Ga., 4th Fl., Home Savings Bldg., 75 Forsyth St., NW.
 Birmingham, Ala., Title Building, 2028 Third Ave., N.
 Boston 10, Mass., Room 230, 80 Federal St.
 Buffalo 3, N.Y., 504 Federal Building, 117 Ellicott St.
 Charleston 4, S.C., Area 2, Sergeant Jasper Bldg., West End Broad St.
 Cheyenne, Wyo., 207 Majestic Bldg., 16th & Capitol Ave.
 Chicago 6, Ill., Room 1302, 226 West Jackson Blvd.
 Cincinnati 2, Ohio, 809 Fifth Third Bank Bldg., 36 E. Fourth St.
 Cleveland 1, Ohio, 4th Floor, Federal Reserve Bank Bldg., E. 6th St. & Superior Ave.
 Dallas 1, Tex., Room 3-104 Merchandise Mart, 500 South Ervay St.
 Denver 2, Colo., 142 New Custom House, 19th & Stout Street.
 Detroit 26, Mich., 438 Federal Building.
 Greensboro, N.C., Room 407 U.S. Post Office Bldg.
 Hartford, Conn., 18 Asylum St.
 Honolulu 13, Hawaii, 202 International Savings Bldg., 1022 Bethel St.
 Houston 2, Tex., 5102 Federal Bldg., 515 Rusk Ave.
 Jacksonville 2, Fla., 512 Greenleaf Bldg., 204 Laura St.
 Kansas City 6, Mo., Room 2011, 911 Walnut Street.
 Los Angeles 15, Calif., Room 450, Western Pacific Bldg., 1031 S. Broadway.
 Memphis 3, Tenn., 212 Falls Bldg., 22 N. Front Street.
 Miami 32, Fla., 408 Ainsley Bldg., 14 NE. First Ave.
 Milwaukee, Wis., 1201 Straus Bldg., 238 W. Wis. Ave.
 Minneapolis 1, Minn., Room 304 Federal Bldg., 110 South Fourth Street.
 New Orleans 12, La., 1508 Masonic Temple Bldg., 333 St. Charles Ave.
 New York 1, N.Y., 61st Fl., Empire State Bldg.
 Philadelphia 7, Pa., Jefferson Bldg., 1015 Chestnut St.
 Phoenix 25, Ariz., New Federal Bldg., 230 N. 1st Ave.
 Pittsburgh 22, Pa., 1030 Park Bldg., 355 Fifth Ave.
 Portland 4, Oreg., 217 Old U.S. Courthouse, 520 SW. Morrison St.
 Reno, Nev., 1479 Wells Ave.
 Richmond 19, Va., 2105 Federal Bldg., 400 North 8th St.
 St. Louis 3, Mo., 2511 Federal Bldg., 1520 Market St.
 Salt Lake City 1, Utah, 222 SW. Temple St.
 San Francisco 11, Calif., Room 419 Customhouse, 555 Battery St.
 Sanurce, P.R., 605 Condado Ave. Room 628.
 Savannah, Ga., 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull Street.
 Seattle 4, Wash., 809 Federal Office Bldg., 909 First Ave.

For local telephone numbers, consult the U.S. Government section of the phone book.